

Midway Pacific Highway Corridor Community Plan Amendment



"The Most Efficiently Run Big City in California"

THE CITY OF SAN DIEGO

February 23, 2005

Concurrent Planning Efforts

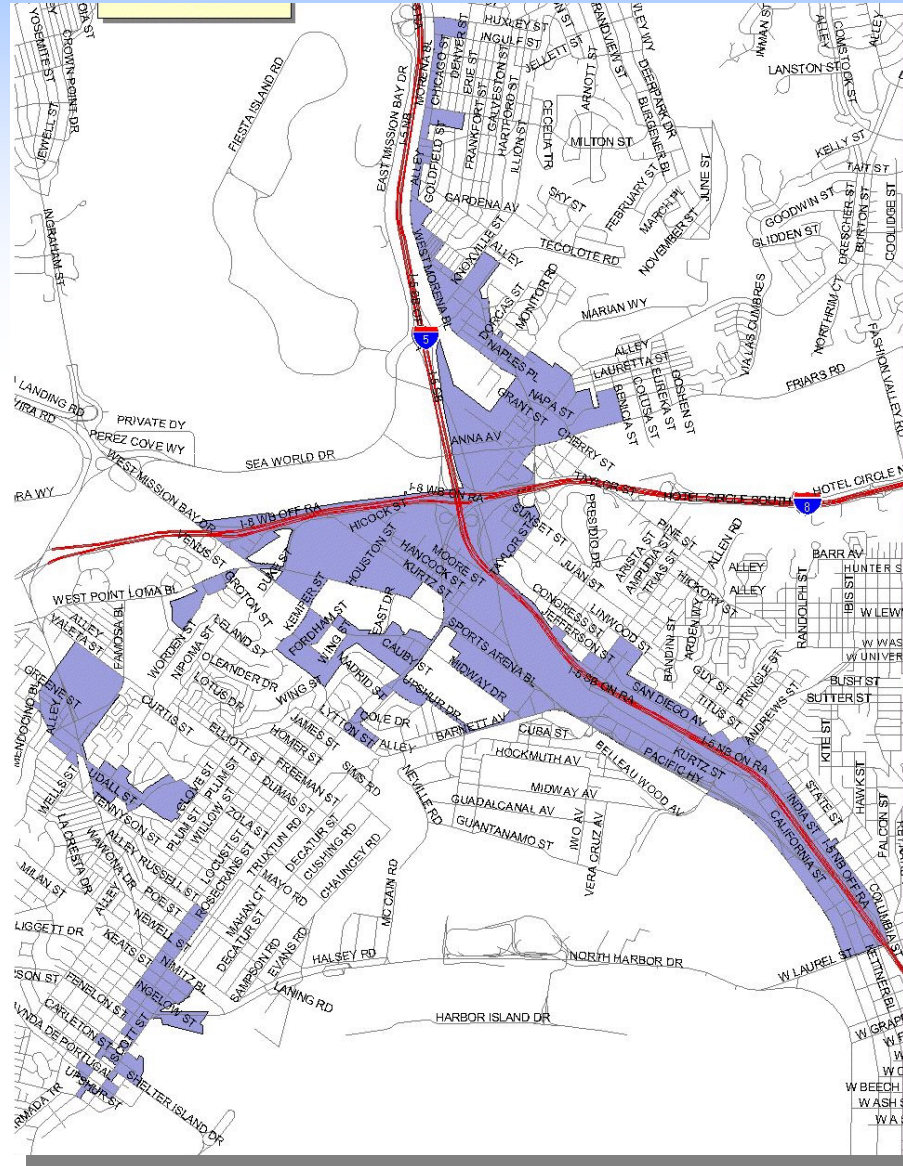
1. Individual Projects in the North Bay Redevelopment Area

- ❑ Specific “Redevelopment” projects being proposed in the Midway Pacific Highway Corridor by individual developers
- ❑ These projects are on a separate track for approval and implementation - not a part of this effort

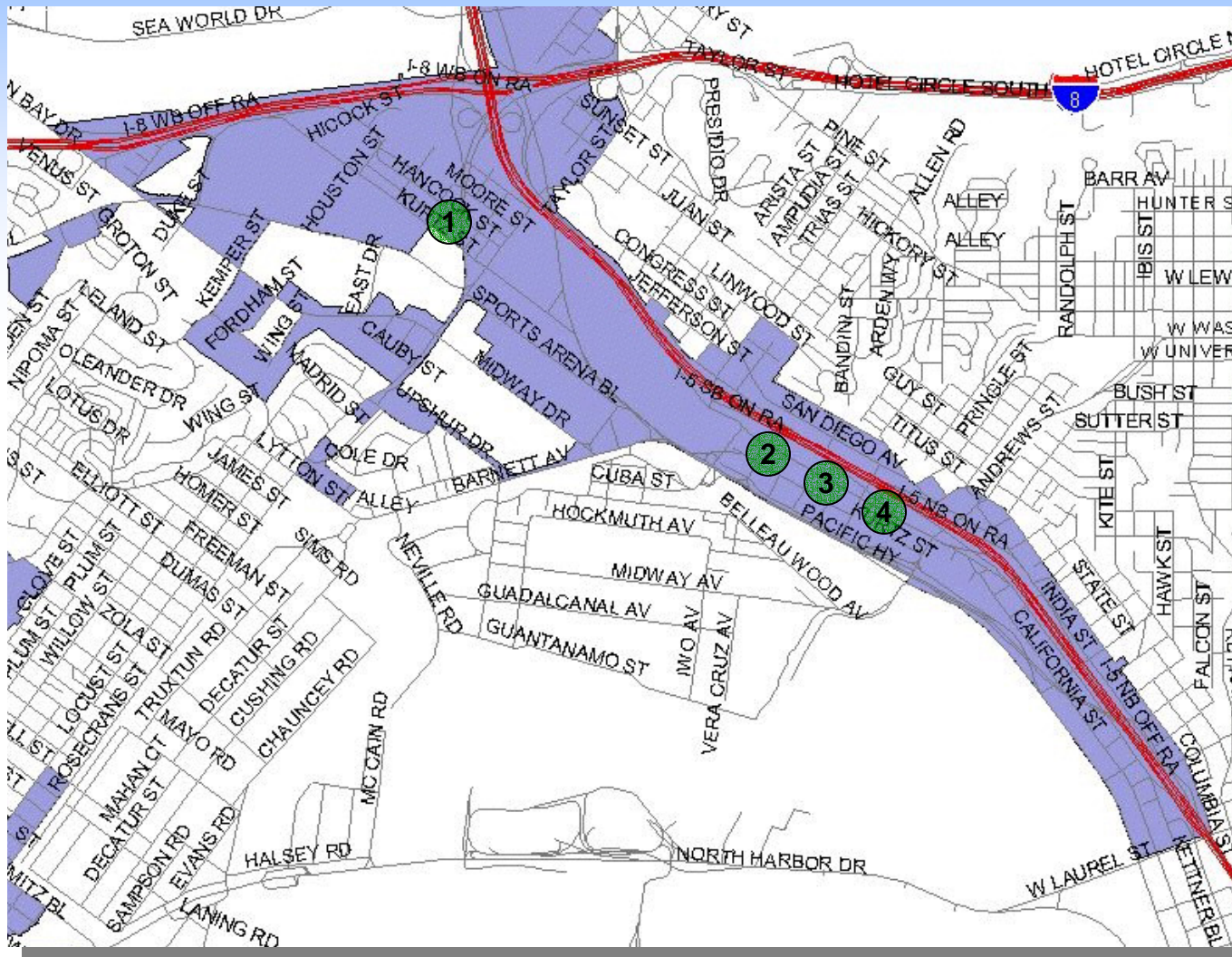
2. MWPHC Community Plan Amendment

- ❑ Community based planning effort to amend the Midway Pacific Highway Corridor Community Plan
- ❑ Organize and prioritize the Community’s Vision into the existing “Five Council Directives”

North Bay Redevelopment Area



NB Redevelopment Area Projects



- ① 120-Unit Condominiums
- ② Mixed-Use Retail and Residential
- ③ Multi-family Housing
- ④ Mixed-Use Retail and Residential

Overview of Today's Presentation

❑ **Where We've Been**

- ❑ History of the Bay to Bay Plan
- ❑ City Council Directives (Resolution R-299076)
- ❑ Past Planning Studies

❑ **Where We Are Today**

- ❑ Review Workshop Process
- ❑ Review Criteria: 9 Elements of a Successful District
- ❑ Walking Tour- Review of Workshop 1 "Likes and Dislikes"
- ❑ Comparative District Research "Likes and Dislikes"
- ❑ Organize and Prioritize Vision into the "Five Council Directives"
- ❑ Shared Community Vision...what we want to be in 5-10 years

Overview of Today's Presentation

- ❑ **Where We Are Going - Next Steps**
 - ❑ Modify Jurisdictional Documents
 - ❑ Environmental Review
 - ❑ Community Plan Amendment Approval Process:
 - Midway Planning Group
 - Planning Commission
 - City Council
 - Coastal Commission (Certification)

Where We've Been

Project Location Map

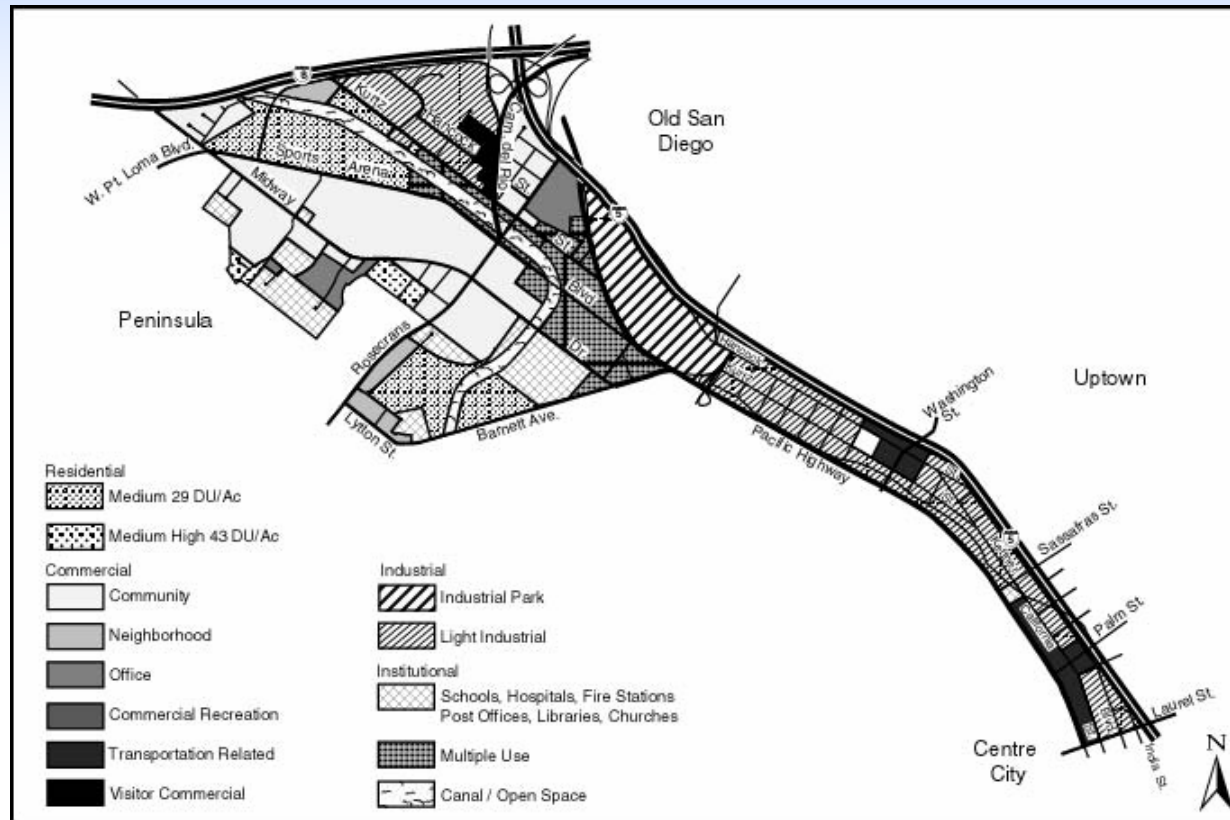


Project Location - Surrounding Communities
Midway / Pacific Highway Corridor Community Plan
CITY OF SAN DIEGO • PLANNING DEPARTMENT

Figure
4

Where We've Been

Existing Land Use Map



Existing Land Use Plan
Midway / Pacific Highway Corridor Community Plan
 City of San Diego • Community and Economic Development

Figure 11

Mapping and GIS Services Division
 711-64,964

Where We've Been

History of the Bay-to-Bay Concept

January, 1999 – Midway/Pacific Highway Corridor
Community Plan amended to insert the Bay-to-
Bay Concept

October, 2003 – Bay-to-Bay Feasibility Study
completed and accepted by the City Council

Where We've Been

History of the Bay-to-Bay Concept (continued)

January, 2004 – Midway/Pacific Highway Corridor Community Planning Group voted unanimously to remove the Bay-to-Bay concept from the community plan

March, 2004 – North Bay Redevelopment PAC voted to oppose the Bay-to-Bay concept and to support alternative strategy for parks

Where We've Been

April 12, 2004 - City Council Directives (Resolution R-299076)

1. Remove the Bay-to-Bay concept from the Midway/Pacific Highway Corridor Community Plan and Local Coastal Program Land Use Plan
2. Develop an alternative strategy for open space and recreation, in which several parks would be developed in the Midway Community, to be linked by pedestrian/bike route

Where We've Been

City Council Directive Resolution R-299076 (Continued)

3. Insert architectural and landscaping guidelines similar to those identified in the Planning Advisory Committee (PAC) North Bay Conceptual Plan
4. Identify portions of the community where mixed-use, urban, transit-oriented development should be encouraged

Where We've Been

City Council Directive Resolution R-299076 (Continued)

5. Make other changes needed to bring the community plan up to date with relevant community and redevelopment goals for the area. These changes may include elements of the Strategic Framework Element General Plan, Transit-Oriented Development Design Guidelines, and appropriate zoning changes

Community Plan Amendment Goal

The Goal of this Community Plan Amendment is:

- ❑ To fulfill the City Council Directives
- ❑ This is to be accomplished by reviewing and implementing previous planning studies and through additional community input;
- ❑ Complete the planning efforts and draft a Community Plan Amendment

Where We've Been

Review Recent Planning Studies:

❑ North Bay Conceptual Plan - June 04

For: North Bay Association

By: New City America, Inc.

Primary focus: commercial corridors revitalization in the northern part (North Bay) of the community plan

❑ San Diego/North Bay Station Area Planning - September 04

For: San Diego Redevelopment Agency

By: Calthorpe Associates

Primary focus: Mixed-use transit oriented development within half-mile radius of the Old Town Transit Station

SD/NBSAP is available for review on-line at www.sandiego.gov/co

Where We've Been

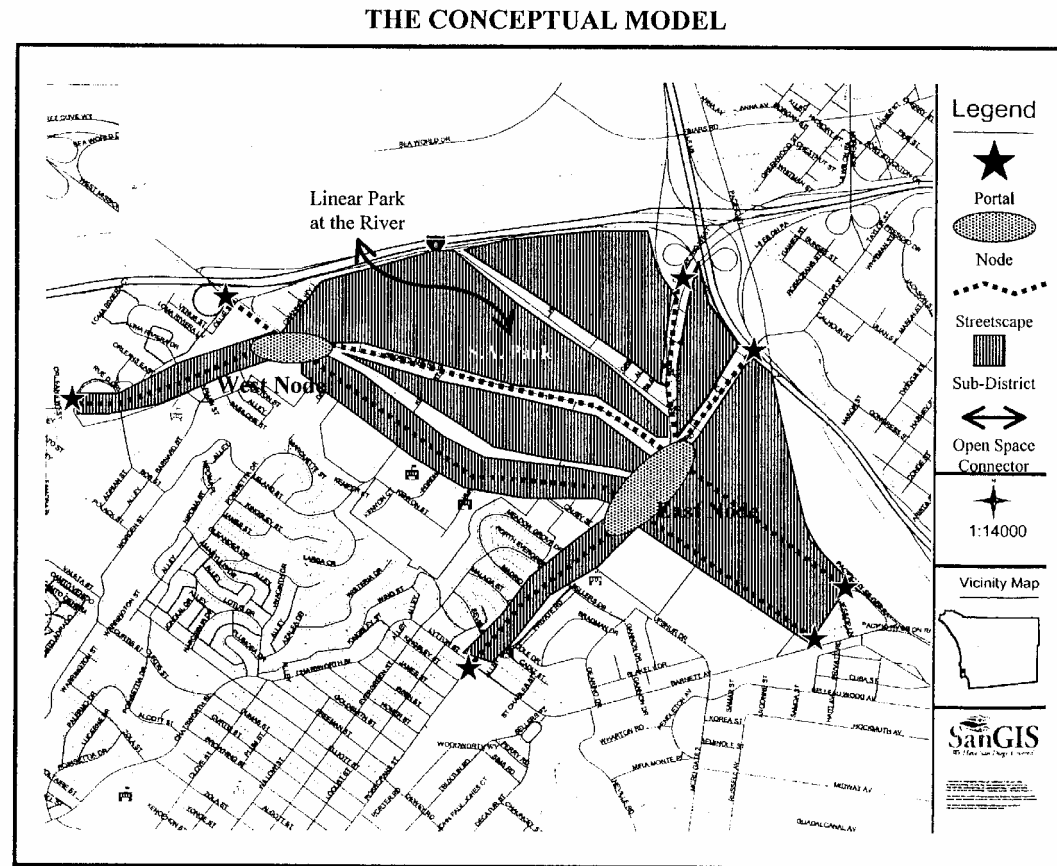
North Bay Conceptual Plan

(North Bay Association /New City America, Inc. - June 04)

- ❑ Provide Three Architectural Themes
 - Naval Training Center Revival
 - Warehouse/Loft
 - Neo-Modernist
- ❑ Provide Commons or “Pocket Parks”
- ❑ Provide Full-service Parks
- ❑ Develop Mixed-use Open Space
 - Open-air markets
 - Promenades and plazas
 - Amphitheaters
- ❑ Incorporate Landscape Features
 - ❑ Portals, streetscapes and nodes
 - ❑ Street trees and shrubs recommendations

North Bay Association

North Bay Conceptual Plan and Project Area



MAP 3 – Shows Portals, Nodes & Streetscapes

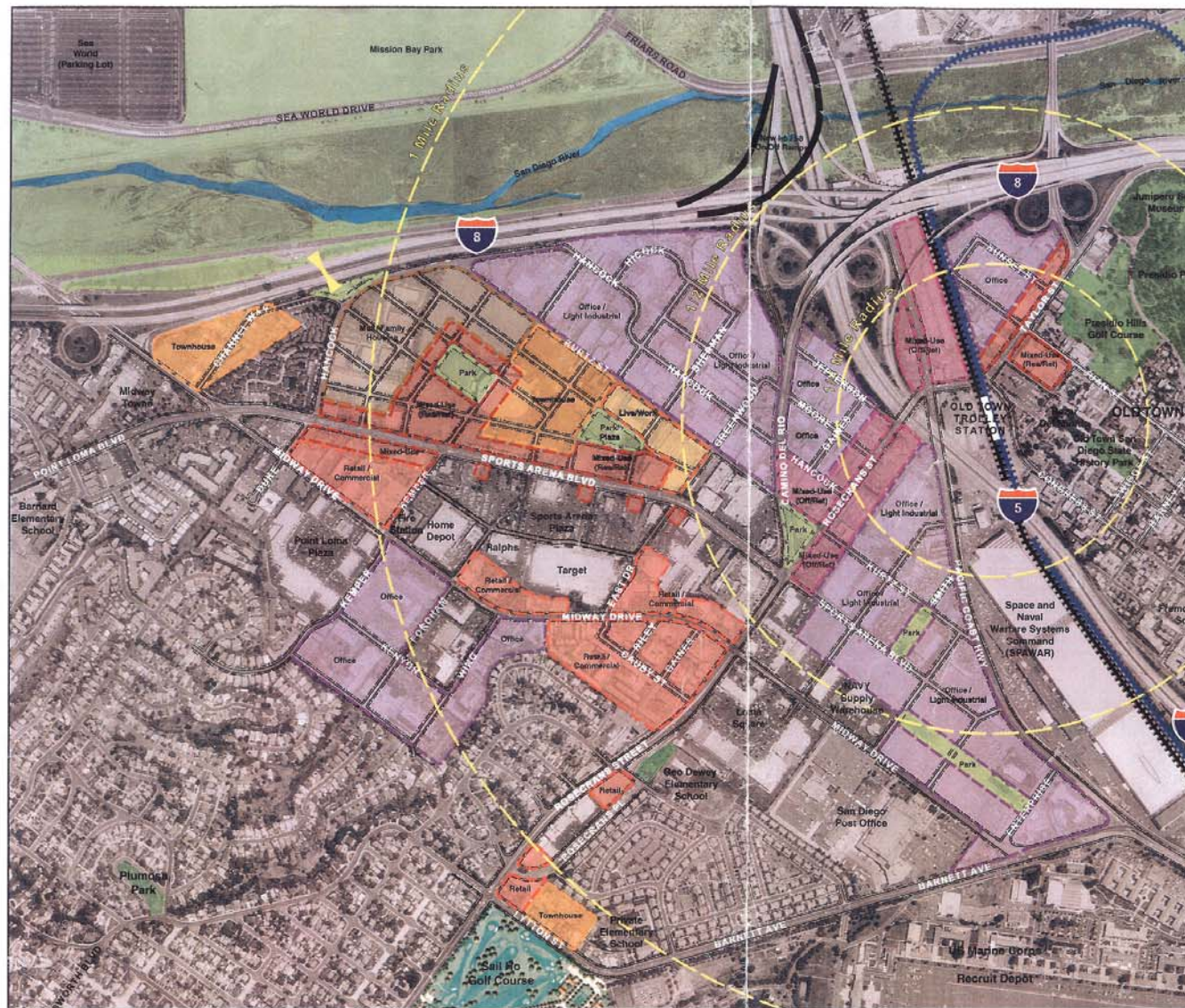
Architectural and Landscape Guidelines

Where We've Been

San Diego/North Bay Station Area Planning

(San Diego Redevelopment Agency / Calthorpe Associates - September 04)

- ❑ Encourage mixed-use and Transit Oriented Development for large portions of the project area
- ❑ Within 10-minute walking distance to Old Town Transit Center
- ❑ A new “grid” of smaller blocks
- ❑ Street-level retail/offices or residential
- ❑ 10 acres of new open space that included 4-6 pocket₁₈



OLD TOWN TROLLEY STATION

Proposed Street Network & Land Uses

STREET NETWORK (Existing)

- Major Road
- Minor Road
- Local Road

STREET NETWORK (Proposed)

- New Road

PEDESTRIAN NETWORK (Proposed)

- TRANSIT
- San Diego Trolley (BLUE LINE)
- COASTER (Commuter Rail - Oceanside to San Diego)

LAND USES (Proposed)

- Retail / Commercial
- Mixed-Use (Residential over Retail)
- Mixed-Use (Office over Retail)
- Live/Work Units
- Townhouse
- Multi-Family Housing
- Office / Light Industrial
- Open Space

SAN DIEGO - NORTH BAY
TROLLEY STATION STUDY
San Diego, California

April 21, 2004



City of San Diego
Redevelopment Agency
San Diego, CA

Calthorpe Associates
Berkeley, CA

San Diego/North Bay Station Area Planning
Proposed Street Network and Land Uses

Where We've Been

Summary of Plans

- ❑ Some ideas in plans are consistent:
Example: They both want open space.
- ❑ Some ideas are different:
Example: Different focus or purpose for each plan and height limits.
- ❑ Some topic areas are not addressed:
Example: Southern panhandle of project area and its transit stations are not addressed in either plan.

Where We Are

So, we need to do some work together:

- ❑ Workshops to develop shared ideas for community plan amendment's based on the council directives
- ❑ Input used to complete the planning and to modify jurisdictional documents
- ❑ Work Tasks for Workshop 2

Where We Are

Workshop Process

- ❑ Public Workshop 1 - Saturday January 22: project overview and walking tour
- ❑ In Between Workshops 1 and 2: You Review Your District - Self Tour Team Research
- ❑ Public Workshop 2 - Wednesday February 23: what you learned and prioritize what you want and determine how concepts address the Council Directives
- ❑ Public Workshop 3 - Wednesday March 23: review draft land use concepts to be used as the base for the Community Plan Amendment

Where We Are

Criteria: 9 Elements of a Successful District

9 Elements of a Successful District

9-Elements of a Successful District is a organizing tool to help define how to fulfill the council directives

1. Open Space
2. Community Character
3. A Mixture of Use
4. A Mixture of Transportation Modes
5. A Pedestrian Orientation
6. Amenities and Services
7. Economic Vitality
8. Density and Compactness
9. Redevelopment and Revitalization



Element 1 Open Space

that is both passive and active
allowing for quiet moments, a
place to have lunch or attend a
community event



Element #2 Community Character

that is maintained and
expanded through physical
improvements and events



Element #3 A Mixture of Uses

that creates many reasons
to be in the district



Element #4 A Mixture of Transportation Modes

that provides many ways to
get around the district



Element #5 A Pedestrian Orientation

provides an environment that is easy
and pleasant to use as well as
accessible to people with different
capabilities



Element #6 Amenities and Services

that make the district livable and
functional for those that
work, live and play there



Element #7 Economic Vitality

that creates economic opportunities
that make the district usable and
enjoyable to all members of the
community



Element #8 Density and Compactness

that makes the district
accessible by foot
and affordable to many



Element #9 Redevelopment and Revitalization

Of the physical environment
that compliments the existing
context and provides places for
needed uses

Where We Are

Workshop #2

- ☐ Teams to review of Workshop #1 Walking Tour “Like and Dislike”
- ☐ Teams to review “District Research” completed after Workshop #1
- ☐ Summarize “Likes and Dislikes” into two or three “Big Ideas”
- ☐ Sort and Organize “Big Ideas” into the Five (5) Council Directives
- ☐ Everyone to prioritize and rank the “Big Ideas”
- ☐ Host to call out and summarize the Two (2) highest ranking items based on stars and dots
- ☐ These items will be reviewed for the conceptual land use plans to be presented at Workshop 3

Where We Are Going

Workshop #3

- ❑ City to present conceptual land use plans and proposed design guidelines for the Midway Pacific Highway Corridor Community area.
- ❑ Community to provide feedback and input based on the conceptual plan for the community.

Where We Are Going

Modify Jurisdictional Documents & Approval Process

- ❑ Refine Draft Amendments - Through Midway Community Planning Group Meetings
- ❑ Environmental Review Process - Start date to be determined
- ❑ Documents to be revised:
 - City of San Diego Progress Guide and General Plan
 - Midway/Pacific Highway Corridor Community Plan
 - Local Coastal Program
 - North Bay Redevelopment Plan
- ❑ Approval Process:
 - Midway Community Group
 - Planning Commission
 - City Council

Thank You



"The Most Efficiently Run Big City in California"

THE CITY OF SAN DIEGO

Prioritize and Rank

Each Group Member will receive:

Star (1): Like the most

Green Dots (3): Go - we support

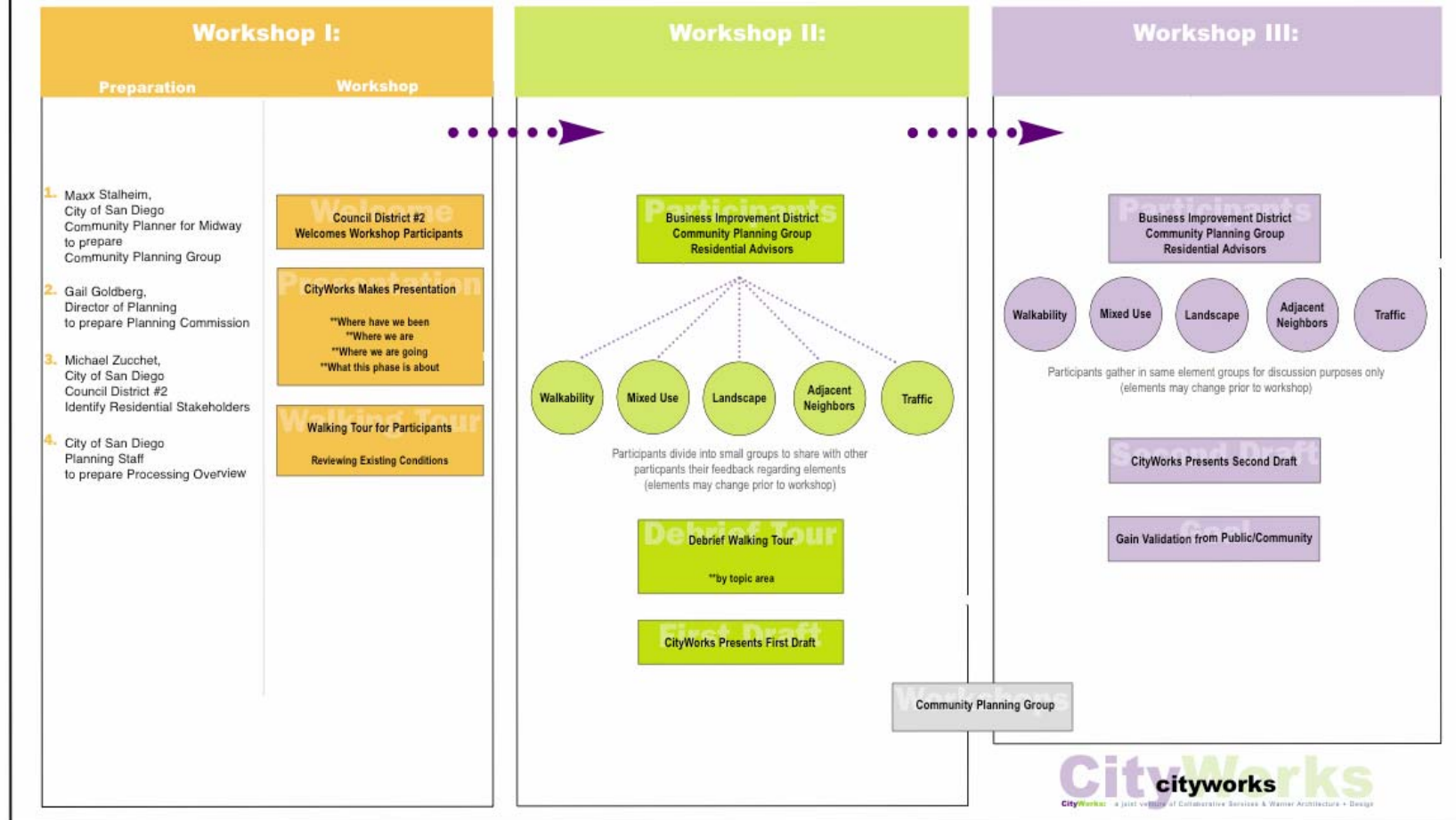
Red Dot (1): Don't like - can't support

Ground Rules

- 1 Use Stars and Dots on boards not self or another surface
2. Stars and Dots can not be given to another party to place on a board
3. Stars and Dots can be used on one idea
4. Stars and Dots can not be torn in half

Midway / Pacific Highway Corridor - CPA

Date: 10/12/04



Community Plan Amendment Process Diagram

Where We've Been

The Project Applicant

- ❑ City of San Diego - Redevelopment Agency
- ❑ Project Manager - Alex Greenwood
- ❑ Assistant Project Manager - Lydia A. Goularte-Ruiz

Where We've Been

The Project Team

- ❑ City of San Diego - Redevelopment Agency
- ❑ City of San Diego - Planning Department
- ❑ CityWorks
- ❑ EDAW

Where We Are

Recent Work Tasks

- ❑ Survey of existing conditions of the project area
- ❑ Review of relevant documents to determine what will be used and any additional design work that may be needed to complete the planning effort

Next Work Tasks

- ❑ Through the Public Workshops solicit input from the Community stakeholders on the previous planning efforts and the review of any proposed design recommendations.

Where We Are

Current Recommendations

- ❑ Remove the Bay to Bay
- ❑ Design a comprehensive open space plan that has a variety of open spaces to replace the “Bay to Bay” concept
- ❑ Include the southern “panhandle” of the community plan in future design efforts
- ❑ Define zoning that supports the proposed land uses
- ❑ Locate activity nodes in areas that have historically been gathering places
- ❑ Complete a strategy for supporting a mixture of transportation modes
- ❑ Complete a strategy for a mixture of land uses that will balance and build upon the major area amenities and employment base.

Where We Are

Current Recommendations (continued)

- ❑ Complete a strategy for creating the amenities and services in the area that will serve the community's needs and support a walkable community
- ❑ Complete a strategy for defining the community character in a way that is authentic to the project area
- ❑ Build on the previous planning efforts to promote economic vitality.
- ❑ Continue to design dense and compact land use configurations that is supported by pedestrian and transit uses
- ❑ Review the height limit and how it may inhibit or promote the redevelopment strategies for the area.

Where We Are

